



WTIC-TV

## ORDER

Print Date 09/27/12

Page 1 of 4

Flight Dates 09/25/12-10/01/12

Contract / Revision 385728 - 8

Original Date / Revision  
09/27/12 09/27/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1314

Alt Order # 06307089

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 19% Market Value 249105

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	36%	89677
4WVIT	17%	42347
5WTNH	26%	64767
6WCTX	2%	4982
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	62	\$33,396.50	\$39,290.00	0.00	08/27/12	09/30/12	62	\$33,396.50	\$39,290.00
October 2012	15	\$6,834.00	\$8,040.00	0.00	10/01/12	10/01/12	15	\$6,834.00	\$8,040.00
Totals	77	\$40,230.50	\$47,330.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 2	61	09/27/12	09/27/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	--- 2---	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	--- 2---		2		\$125.00		0.00					
E 3	61	09/28/12	09/28/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---- 2--	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	---- 2--		2		\$125.00		0.00					
E 4	61	09/25/12	09/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 11----	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- 11----		2		\$125.00		0.00					
E 5	61	09/25/12	09/28/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- 2222--	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- 2222--		8		\$150.00		0.00					



WTIC-TV

Print Date: 09/27/12

Page 2 of 4

Contract / Revision **385728- 8** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1314**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 6	61	09/25/12	09/28/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- 2222 - -	:30	8	\$165.00	01	0.00 NM	8	\$1,320.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 2222 - -					8	\$165.00		0.00			
7	61	09/25/12	09/28/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 1111 - -	:30	4	\$275.00	03	0.00 NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$275.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>			
1	61	09/24/12-09/30/12		M-F 7p-730p			7p-730p	- TWThF - - - -	:30	<del>(\$275.00)</del>		0.00 NM			
Credited															
2	61	09/24/12-09/30/12		M-F 7p-730p			7p-730p	- TWThF - - - -	:30	<del>(\$275.00)</del>		0.00 NM			
Credited															
3	61	09/24/12-09/30/12		M-F 7p-730p			7p-730p	- TWThF - - - -	:30	<del>(\$275.00)</del>		0.00 NM			
Credited															
4	61	09/24/12-09/30/12		M-F 7p-730p			7p-730p	- TWThF - - - -	:30	<del>(\$275.00)</del>		0.00 NM			
Credited															
8	61	09/25/12	09/28/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1111 - -	:30	4	\$350.00	03	0.00 NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>			
1	61	09/24/12-09/30/12		M-F 730p-8p			730p-8p	- TWThF - - - -	:30	<del>(\$350.00)</del>		0.00 NM			
Credited															
2	61	09/24/12-09/30/12		M-F 730p-8p			730p-8p	- TWThF - - - -	:30	<del>(\$350.00)</del>		0.00 NM			
Credited															
3	61	09/24/12-09/30/12		M-F 730p-8p			730p-8p	- TWThF - - - -	:30	<del>(\$350.00)</del>		0.00 NM			
Credited															
4	61	09/24/12-09/30/12		M-F 730p-8p			730p-8p	- TWThF - - - -	:30	<del>(\$350.00)</del>		0.00 NM			
Credited															
E 9	61	09/25/12	09/28/12	M-F News at Ten News at Ten	CM	10p-11p	- 2222 - -	:30	8	\$900.00	03	0.00 NM	8	\$7,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 2222 - -					8	\$900.00		0.00			
E 10	61	09/25/12	09/28/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- 1111 - -	:30	4	\$300.00	01	0.00 NM	4	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$300.00		0.00			
E 11	61	09/25/12	09/28/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- 1111 - -	:30	4	\$140.00	01	0.00 NM	4	\$560.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$140.00		0.00			
E 12	61	09/26/12	09/26/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 2 - - - -	:30	2	\$3,000.00	01	0.00 NM	2	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - 2 - - - -					2	\$3,000.00		0.00			
E 13	61	09/27/12	09/27/12	Thur Prime B Glee	CM	9p-10p	- - - 1 - - -	:30	1	\$2,500.00	01	0.00 NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - 1 - - -					1	\$2,500.00		0.00			
E			09/29/12		CM	730p-11p			1		01	0.00 NM	1	\$750.00	



WTIC-TV

Print Date: 09/27/12

Page 3 of 4

Contract / Revision **385728- 8** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1314**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
14	61	09/29/12		College Football College Football		(7:30 PM-11:00 PM)	-----1-	:30		\$750.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1-					1	\$750.00		0.00			
E 15	61	09/29/12	09/29/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----2-	:30	2	\$550.00	03	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----2-					2	\$550.00		0.00			
E 16	61	09/30/12	09/30/12	NFL on FOX Early NFL: Sun 1-4pm	CM	1p-4p	-----3	:30	3	\$3,000.00	01	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----3					3	\$3,000.00		0.00			
E 17	61	09/30/12	09/30/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$725.00	03	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----2					2	\$725.00		0.00			
E 18	61	10/01/12	10/01/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	2-----	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----					2	\$140.00		0.00			
E 19	61	10/01/12	10/01/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----					1	\$75.00		0.00			
E 20	61	10/01/12	10/01/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----					2	\$150.00		0.00			
E 21	61	10/01/12	10/01/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	2-----	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----					2	\$75.00		0.00			
E 22	61	10/01/12	10/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----					1	\$300.00		0.00			
E 23	61	10/01/12	10/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----					1	\$400.00		0.00			
E 24	61	10/01/12	10/01/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----					2	\$1,100.00		0.00			
E 25	61	10/01/12	10/01/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----					1	\$250.00		0.00			
E 27	61	10/01/12	10/01/12	Mon Prime A Bones	CM	8p-9p	2-----	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----					2	\$2,000.00		0.00			



WTIC-TV

Print Date: 09/27/12

Page 4 of 4

Contract / Revision     **385728- 8**   Flight Dates **09/25/12-10/01/12**Hiatus DatesOriginal Date / Revision   09/27/12/   09/27/12Order Sep   00:15:00Advertiser   **LMcMahon/Republican/ Sen**   Product **LINDA MCMAHON 4 SEN**   Estimate #   **1314**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 27	61	10/01/12	10/01/12	Mon Prime A Bones	CM	8p-9p	2-----	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$2,000.00		0.00			
E 28	61	10/01/12	10/01/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$85.00		0.00			
29	61	09/28/12	09/28/12	Fri Prime B Fringe	CM	9p-10p	----1--	:30	1	\$1,600.00	01	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$1,600.00		0.00			
E 30	61	09/25/12	09/28/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-1111--	:30	4	\$65.00	03	0.00	NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1111--					4	\$65.00		0.00			
E 31	61	09/25/12	09/28/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-1111--	:30	4	\$500.00	01	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1111--					4	\$500.00		0.00			
E 32	61	09/25/12	09/28/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-1111--	:30	4	\$600.00	01	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1111--					4	\$600.00		0.00			
Totals													77	\$47,330.00	